

Amendments to the Specification

Please replace paragraph [0006] with the following rewritten paragraph:

Referring to Figure 1, Websites 110 with available spots 120 for advertisements ("ad inventory") often attempt to sell such ad inventory by entering into advertising contracts or ~~[[arguments]]~~ agreements (referred to as "contracts" in the Specification without loss of generality) 140 with third parties 150. Generally, the more pageviews or content renderings (referred to as "pageviews" in the Specification without loss of generality) 130 the Website 110 generates, the more ad inventory 120 it will have available. The third parties 150 may be one or more advertisers 152. Alternatively, or in addition, the third parties 150 may be one or more advertising agencies (for example, entities such as 24/7 Real Media Inc. and DoubleClick) 154.

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented  
2 method comprising:  
3 a) accepting, by a proxy including at least one  
4 computer, ad spot availability information for a  
5 pageview to be provided in response to a page  
6 request, the ad spot availability information  
7 accepted from a first party, wherein the first party  
8 is not the proxy;  
9 b) multicasting, by the proxy, ad spot requests for  
10 offers using the accepted ad spot availability  
11 information to at least two second parties, wherein  
12 the at least two second parties include at least two  
13 ad networks that are different from the first party  
14 and the proxy;  
15 c) receiving, by the proxy, offers;  
16 d) determining, by the proxy, at least one winning  
17 ad using the offers; and  
18 e) providing, by the proxy, information concerning  
19 at least one of the at least one winning ad to the  
20 first party.

1 Claim 2 (currently amended): The computer-implemented  
2 method of claim 1, further comprising:  
3 f) recording, by the proxy, first party payment  
4 information.

1 Claim 3 (currently amended): The computer-implemented  
2 method of claim 2, wherein the first party is a Website  
3 owner.

1 Claim 4 (currently amended): The computer-implemented  
2 method of claim 2, further comprising:  
3 g) paying, by the proxy, the first party using the  
4 first party payment information.

1 Claim 5 (currently amended): The computer-implemented  
2 method of claim 2, further comprising:  
3 g) paying, by the proxy, the first party using the  
4 first party payment information and a previously  
5 agreed upon guarantee.

1 Claim 6 (currently amended): The computer-implemented  
2 method of claim 2, further comprising:  
3 g) paying, by the proxy, the first party using the  
4 first party payment information and a previously  
5 agreed upon guarantee, wherein the previously agreed  
6 upon guarantee includes a profit percentage.

1 Claim 7 (currently amended): The computer-implemented  
2 method of claim 1, further comprising:  
3 f) recording, by the proxy, second party billing  
4 information.

1 Claim 8 (currently amended): The computer-implemented  
2 method of claim 1, wherein the act of multicasting ad  
3 spot requests for offers includes sending an ad spot  
4 request for offer to at least two of (i) a first ad  
5 network, (ii) a second ad network, (iii) a first ad  
6 agency, and (iv) a second ad agency.

1 Claim 9 (currently amended): The computer-implemented  
2 method of claim 1, wherein the ad spot availability  
3 information includes offer rules.

1 Claim 10 (currently amended): The computer-implemented  
2 method of claim 9, wherein at least some of the ad spot  
3 requests for offers include at least some of the offer  
4 rules.

1 Claim 11 (currently amended): The computer-implemented  
2 method of claim 9, wherein the ad spot requests for  
3 offers include none of the offer rules.

1 Claim 12 (currently amended): The computer-implemented  
2 method of claim 9, wherein the act of determining at  
3 least one winning ad enforces strict offer rule  
4 compliance.

1 Claim 13 (currently amended): The computer-implemented  
2 method of claim 9, wherein the act of determining at  
3 least one winning ad converts an offer that is not in  
4 compliance with an offer rule to a converted ~~[[an]]~~ offer  
5 that is compliant with the offer rule.

1 Claim 14 (currently amended): The computer-implemented  
2 method of claim 13, wherein the act of determining at  
3 least one winning ad that converts the offer  
4 ~~[[converting]]~~ uses estimated ad performance information.

1 Claim 15 (currently amended): The computer-implemented  
2 method of claim 13, wherein the act of determining at  
3 least one winning ad that converts the offer

4 ~~[[converting]]~~ uses estimated ad selection rate  
5 information.

1 Claim 16 (currently amended): The computer-implemented  
2 method of claim 13, wherein the act of determining at  
3 least one winning ad that converts the offer  
4 ~~[[converting]]~~ uses estimated ad conversion rate  
5 information.

1 Claim 17 (currently amended): A computer-implemented  
2 method comprising:  
3 a) sending, with a content provider including at  
4 least one computer, ad spot availability information  
5 for a pageview to be provided in response to a page  
6 request, to a proxy representing at least two of (i)  
7 a first ad network, (ii) a second ad network, (iii)  
8 a first ad agency, and (iv) a second ad agency,  
9 wherein the content provider is not the proxy;  
10 b) receiving, with the content provider,  
11 information concerning at least one ad corresponding  
12 to the ad spot availability information from the  
13 proxy, wherein the information concerning the at  
14 least one ad originates from an advertiser, and  
15 wherein the advertiser is different from the proxy  
16 and the content provider;  
17 c) serving, with the content provider, the ~~[[that]]~~  
18 at least one ad corresponding to the ad spot  
19 availability information on an ~~[[the]]~~ ad spot; and  
20 d) receiving, with the content provider, payment  
21 related to the act of serving the at least one ad  
22 corresponding to the ad spot availability  
23 information on the ad spot.

1 Claim 18 (currently amended): The computer-implemented  
2 method of claim 17, wherein the payment is determined  
3 using a previously agreed upon guarantee from the proxy.

1 Claim 19 (currently amended): The computer-implemented  
2 method of claim 18, ~~[[17]]~~ wherein the previously agreed  
3 upon guarantee includes a profit percentage.

1 Claim 20 (currently amended): The computer-implemented  
2 method of claim 17, wherein the ad spot availability  
3 information includes offer rules.

1 Claim 21 (currently amended): A computer-implemented  
2 method comprising:  
3 a) accepting, with a proxy including at least one  
4 computer, ad availability information from an  
5 advertiser, wherein the ad availability information  
6 is associated with an ad to be served, and wherein  
7 the advertiser is not the proxy;  
8 b) multicasting, with the proxy, requests for  
9 offers using the accepted ad availability  
10 information associated with the ad to be served to  
11 at least two content owners, wherein the at least  
12 two content owners are different from the advertiser  
13 and the proxy;  
14 c) receiving, with the proxy, offers to place an ad  
15 of the advertiser on at least one ad spot of at  
16 least one pageview of each of the at least two  
17 content owners;  
18 d) determining, with the proxy, at least one  
19 winning ad spot using the offers; and

20 e) providing, with the proxy, information  
21 concerning at least one of the at least one winning  
22 ad spot to the advertiser.

1 Claim 22 (currently amended): The computer-implemented  
2 method of claim 21, further comprising:  
3 f) recording, with the proxy, advertiser billing  
4 information associated with the ad availability  
5 information.

1 Claim 23 (currently amended): The computer-implemented  
2 method of claim 22, further comprising:  
3 g) billing, with the proxy, the advertiser  
4 associated with the ad availability information  
5 using the advertiser billing information.

1 Claim 24 (currently amended): The computer-implemented  
2 method of claim 22, further comprising:  
3 g) billing, with the proxy, the advertiser  
4 associated with the ad availability information  
5 using the advertiser billing information and a  
6 previously agreed upon guarantee.

1 Claim 25 (currently amended): The computer-implemented  
2 method of claim 22, further comprising:  
3 g) billing, with the proxy, the advertiser  
4 associated with the ad availability information  
5 using the advertiser billing information and a  
6 previously agreed upon guarantee, wherein the  
7 previously agreed upon guarantee includes a cost  
8 percentage.

1 Claim 26 (currently amended): The computer-implemented  
2 method of claim 21, wherein the ad availability  
3 information includes offer rules required by the  
4 advertiser associated with the ad availability  
5 information.

1 Claim 27 (currently amended): The computer-implemented  
2 method of claim 26, wherein at least some of the requests  
3 for offers include at least some of the offer rules.

1 Claim 28 (currently amended): The computer-implemented  
2 method of claim 26, wherein the requests for offers  
3 include none of the offer rules.

1 Claim 29 (currently amended): The computer-implemented  
2 method of claim 26, wherein the act of determining at  
3 least one winning ad spot enforces strict offer rule  
4 compliance.

1 Claim 30 (currently amended): The computer-implemented  
2 method of claim 26, wherein the act of determining at  
3 least one winning ad spot converts an offer that is not  
4 in compliance with an offer rule to a converted ~~[[an]]~~  
5 offer that is compliant with the offer rule.

1 Claim 31 (currently amended): The computer-implemented  
2 method of claim 30, wherein the act of converting uses  
3 estimated ad performance information.

1 Claim 32 (currently amended): The computer-implemented  
2 method of claim 30, wherein the act of converting uses  
3 estimated ad selection rate information.



1 Claim 33 (currently amended): The computer-implemented  
2 method of claim 30, wherein the act of converting uses  
3 estimated ad conversion rate information.

1 Claim 34 (currently amended): Apparatus comprising:  
2 a) at least one processor;  
3 b) an input device; and  
4 c) at least one storage device storing a computer  
5 executable code which, when executed by the at least  
6 one processor, performs a method of

7 1) ~~[[a) means for]]~~ accepting, by a proxy, ad  
8 spot availability information for a pageview to  
9 be provided in response to a page request, the  
10 ad spot availability information accepted from  
11 a first party, wherein the first party is not  
12 the proxy, ~~[[+]]~~  
13 2) ~~[[b) means for]]~~ multicasting, by the  
14 proxy, ad spot requests for offers using the  
15 accepted ad spot availability information to at  
16 least two second parties, wherein the at least  
17 two second parties include at least two ad  
18 networks that are different from the first  
19 party and the proxy, ~~[[+]]~~  
20 3) ~~[[c) means for]]~~ receiving, by the proxy,  
21 offers, ~~[[+]]~~  
22 4) ~~[[d) means for]]~~ determining, by the  
23 proxy, at least one winning ad using the  
24 offers, and ~~[[+]]~~  
25 5) ~~[[e) means for]]~~ providing, by the proxy,  
26 information concerning at least one of the at  
27 least one winning ad to the first party.

1 Claim 35 (currently amended): The apparatus of claim 34  
2 further comprising:

3 6) ~~[[f)] means for]~~ recording, by the proxy,  
4 first party payment information.

1 Claim 36 (currently amended): The apparatus of claim 35,  
2 wherein the first party is a Website owner.

1 Claim 37 (currently amended): The apparatus of claim 35,  
2 further comprising:

3 7) ~~[[g)] means for]~~ paying, by the proxy,  
4 the first party using the first party payment  
5 information.

1 Claim 38 (currently amended): The apparatus of claim 35,  
2 further comprising:

3 7) ~~[[g)] means for]~~ paying, by the proxy,  
4 the first party using the first party payment  
5 information and a previously agreed upon  
6 guarantee.

1 Claim 39 (currently amended): The apparatus of claim 35,  
2 further comprising:

3 7) ~~[[g)] means for]~~ paying, by the proxy,  
4 the first party using the first party payment  
5 information and a previously agreed upon  
6 guarantee, wherein the previously agreed upon  
7 guarantee includes a profit percentage.

1 Claim 40 (currently amended): The apparatus of claim 34,  
2 further comprising:

3           6) ~~[[f)]--means-for]]~~ recording, by the proxy,  
4           second party billing information.

1   Claim 41 (currently amended): The apparatus of claim 34,  
2   wherein the act of ~~[[means-for]]~~ multicasting ad spot  
3   requests for offers includes ~~[[include-means-for]]~~  
4   sending an ad spot request for offer to at least two of  
5   (i) a first ad network, (ii) a second ad network, (iii) a  
6   first ad agency, and (iv) a second ad agency.

1   Claim 42 (currently amended): The apparatus of claim 34,  
2   wherein the ad spot availability information includes  
3   offer rules.

1   Claim 43 (currently amended): The apparatus of claim 42,  
2   wherein at least some of the ad spot requests for offers  
3   include at least some of the offer rules.

1   Claim 44 (currently amended): The apparatus of claim 42,  
2   wherein the ad spot requests for offers include none of  
3   the offer rules.

1   Claim 45 (currently amended): The apparatus of claim 42,  
2   wherein the act of ~~[[means-for]]~~ determining at least one  
3   winning ad enforces ~~[[enforcee]]~~ strict offer rule  
4   compliance.

1   Claim 46 (currently amended): The apparatus of claim 42,  
2   wherein the act of ~~[[means-for]]~~ determining at least one  
3   winning ad converts ~~[[include-means-for-converting]]~~ an  
4   offer that is not in compliance with an offer rule to a

5 converted ~~[[an]]~~ offer that is compliant with the offer  
6 rule.

1 Claim 47 (currently amended): The apparatus of claim 46,  
2 wherein the act of converting uses ~~[[means for converting~~  
3 ~~use]]~~ estimated ad performance information.

1 Claim 48 (currently amended): The apparatus of claim 46,  
2 wherein the act of converting uses ~~[[means for converting~~  
3 ~~use]]~~ estimated ad selection rate information.

1 Claim 49 (currently amended): The apparatus of claim 46,  
2 wherein the act of converting uses ~~[[means for converting~~  
3 ~~use]]~~ estimated ad conversion rate information.

1 Claim 50 (currently amended): Apparatus comprising:

2 a) at least one processor;  
3 b) an input device; and  
4 c) at least one storage device storing a computer  
5 executable code which, when executed by the at least  
6 one processor, performs a method of

7 1) ~~[[a) means for]]~~ sending, with a content  
8 provider, ad spot availability information for  
9 a pageview to be provided in response to a page  
10 request, to a proxy representing at least two  
11 of (i) a first ad network, (ii) a second ad  
12 network, (iii) a first ad agency, and (iv) a  
13 second ad agency, wherein the content provider  
14 is not the proxy, ~~[[+]]~~  
15 2) ~~[[b) means for]]~~ receiving, with the  
16 content provider, information concerning at

17           least one ad corresponding to the ad spot  
18           availability information from the proxy,  
19           wherein the information concerning the at least  
20           one ad originates from an advertiser, and  
21           wherein the advertiser is different from the  
22           proxy and the content provider, [[\*]]  
23           3) ~~[[e]—means—for]]~~ serving the ~~[[that]]~~ at  
24           least one ad corresponding to the ad spot  
25           availability information on an [[the]] ad  
26           spot, [[\*]] and  
27           4) ~~[[d]—means—for]]~~ receiving payment related  
28           to the act of serving the at least one ad  
29           corresponding to the ad spot availability  
30           information on the ad spot.

1   Claim 51 (currently amended): The apparatus of claim 50,  
2   wherein the payment is determined using a previously  
3   agreed upon guarantee from the proxy.

1   Claim 52 (currently amended): The apparatus of claim 51,  
2   [[50]] wherein the previously agreed upon guarantee  
3   includes a profit percentage.

1   Claim 53 (currently amended): The apparatus of claim 50,  
2   wherein the ad spot availability information includes  
3   offer rules.

1   Claim 54 (currently amended): Apparatus comprising:  
2        a) at least one processor;  
3        b) an input device; and

4        c) at least one storage device storing a computer  
5        executable code which, when executed by the at least  
6        one processor, performs a method of

7            1) ~~[(a) means for]~~ accepting with a proxy,  
8            ad availability information from an advertiser,  
9            wherein the ad availability information is  
10           associated with an ad to be served, and wherein  
11           the advertiser is not the proxy, [[+]]

12           2) ~~[(b) means for]~~ multicasting, with the  
13           proxy, requests for offers using the accepted  
14           ad availability information associated with the  
15           ad to be served to at least two content owners,  
16           wherein the at least two content owners are  
17           different from the advertiser and the proxy,  
18           [[+]]

19           3) ~~[(c) means for]~~ receiving, with the  
20           proxy, offers to place an ad of the advertiser  
21           on at least one ad spot of at least one  
22           pageview of each of the at least two content  
23           owners, [[+]]

24           4) ~~[(d) means for]~~ determining, with the  
25           proxy, at least one winning ad spot using the  
26           offers, [[+]] and

27           5) ~~[(e) means for]~~ providing, with the  
28           proxy, information concerning at least one of  
29           the at least one winning ad spot to the  
30           advertiser.

1        Claim 55 (currently amended): The apparatus of claim 54,  
2        further comprising:

3           6) ~~[[f) means for]]~~ recording, with the  
4           proxy, advertiser billing information  
5           associated with the ad availability  
6           information.

1   Claim 56 (currently amended): The apparatus of claim 55,  
2   further comprising:

3           7) ~~[[g) means for]]~~ billing, with the proxy,  
4           the advertiser associated with the ad  
5           availability information using the advertiser  
6           billing information.

1   Claim 57 (currently amended): The apparatus of claim 55,  
2   further comprising:

3           7) ~~[[g) means for]]~~ billing, with the proxy,  
4           the advertiser associated with the ad  
5           availability information using the advertiser  
6           billing information and a previously agreed  
7           upon guarantee.

1   Claim 58 (currently amended): The apparatus of claim 55,  
2   further comprising:

3           7) ~~[[g) means for]]~~ billing, with the proxy,  
4           the advertiser associated with the ad  
5           availability information using the advertiser  
6           billing information and a previously agreed  
7           upon guarantee, wherein the previously agreed  
8           upon guarantee includes a cost percentage.

1   Claim 59 (currently amended): The apparatus of claim 54,  
2   wherein the ad availability information includes offer

3 rules required by the advertiser associated with the ad  
4 availability information.

1 Claim 60 (currently amended): The apparatus of claim 59,  
2 wherein at least some of the requests for offers include  
3 at least some of the offer rules.

1 Claim 61 (currently amended): The apparatus of claim 59,  
2 wherein the requests for offers include none of the offer  
3 rules.

1 Claim 62 (currently amended): The apparatus of claim 59,  
2 wherein the act of ~~[[means for]]~~ determining at least one  
3 winning ad spot enforces ~~[[enforce]]~~ strict offer rule  
4 compliance.

1 Claim 63 (currently amended): The apparatus of claim 59,  
2 wherein the act of ~~[[means for]]~~ determining at least one  
3 winning ad spot converts ~~[[convert]]~~ an offer that is not  
4 in compliance with an offer rule to a converted ~~[[an]]~~  
5 offer that is compliant with the offer rule.

1 Claim 64 (currently amended): The apparatus of claim 63,  
2 wherein the act of converting uses ~~[[means for converting~~  
3 ~~use]]~~ estimated ad performance information.

1 Claim 65 (currently amended): The apparatus of claim 63,  
2 wherein the act of converting uses ~~[[means for converting~~  
3 ~~use]]~~ estimated ad selection rate information.



1 Claim 66 (currently amended): The apparatus of claim 63,  
2 wherein the act of converting uses [~~means for converting~~  
3 use]] estimated ad conversion rate information.